GUIDELINES FOR PREPARING AND DELIVERING ELECTRONIC PRESENTATIONS

(includes preparing your presentation in PowerPoint, reviewing the presentation system, preparing transfer of your presentation, checking-in at the speaker prep room and arriving at the session room).

The Endocrine Society's 87th Annual Meeting

Even if you are an experienced presenter, please take a moment to read the following information carefully. If you have further questions after you have finished, please contact Carol Balsamo, Annual Meeting Program Coordinator at 301-951-2605 or cbalsamo@endo-society.org or AVW-TELAV at ips@avwtelav.com

Step 1: Assemble the Presentation:

The Endocrine Society-supplied computers in the meeting rooms will include **Windows 2000, Microsoft Office XP** (PowerPoint), Adobe Acrobat Reader 5, Windows Media Player, Quick Time for Windows, Internet Explorer Version 6 and Netscape Version 6 HTML browsers. Other presentation programs will not be available.

PowerPoint 4.x, 98/2001, and 10 created on a Macintosh computer will open successfully on a PC.

Use an existing presentation as a guide. When using PowerPoint, a selection of templates comes with the program, or you may develop your own template.

Steps to ensure your success

Movies: We can only accept movies that have been created with standard compression codec's compatible with Windows. Save your files as AVI's or MPG's, using the following codec's:

> Cinepak
> Intel Indeo Video R3.2
> Indeo 5.10
> Intel RAW
> Mpeg 1
> Mpeg 2
> MS Mpeg 4
> Divx 3/4/5

Macintosh Video Issues: After transferring a Macintosh presentation containing video files to the PC platform, it is very important that you review your presentation in the Speaker Prep Room.

All Endocrine Supplied computers will contain Windows Media Player and Quick Time for Windows; however, this does not guarantee a successful presentation of Macintosh video files on the PC platform.

It is *imperative* to test your *"new"* presentation on an actual Windows PC for verification.

The following test will determine compatibility of movie files:

1. Click **Start**, and then click **Run**.

2. In the **Open** box, type the appropriate command for your operating system.

♦ In Microsoft Windows 98 or Microsoft Windows Millennium Edition (Me), type:

mplayer.exe

♦ In Microsoft Windows NT 4.0 or Microsoft Windows 2000/XP, type:

mplay32.exe

Step 1: Assemble the Presentation: (cont.)

3. Click **OK.**   Media Player is started.

4. On the **File** menu, click **Open.**

5. Select the movie that you want to verify. Click **Open.** The video will play if it is the correct format.

Please be aware of the size of your video files. In most cases, lower resolution video files are very effective.

Pictures: Images inserted into PowerPoint are embedded into the presentation. Images that are created at a dpi setting higher than 75 dpi are not necessary and will only increase the file size of your presentation. Try to avoid overloading your presentation with unnecessary images. JPG images are the preferred file format for inserted images.

Fonts: We only supply fonts that are included in the base installation of Windows. Fonts other than these should be embedded into your PowerPoint presentation. The fonts we suggest using are **Times New Roman, Arial and Tahoma**. Use of fonts not included in Windows can lead to words that bleed into graphics or bullets that may be the wrong style. Microsoft provides a utility to determine if a Font can be embedded. It is located at the following link.

http://www.microsoft.com/typography/property/property.htm?fname=%20&fsize

Fonts are easily embedded into your presentation following these steps:

Office XP
1. Click **File,** and then **Save As.**
2. On the **Tools** drop down menu select **Save Options**
3. At the bottom of the menu you will see an **Embed TrueType Fonts** check box. Check the box.

Office 2000
1. Click **File,** and then **Save As.**
2. On the **Tools** drop down menu select **Embed TrueType Fonts.**

Users of Macintosh Computers:

If you are producing your presentation on a Macintosh computer, please be aware of the following issues. If you are using PowerPoint 2001, it is recommended that you install the Microsoft Office 2001 Service Release 1 before creating your presentation. You can find this at http://www.microsoft.com/mac/download/office2001/sr1.asp.

Movies: QuickTime is not native to Windows computers. PowerPoint only supports QuickTime movies up to version 2.5. To insure the best chance of success, create your movies as AVI files. In addition, use Cinepak for compression instead of Sorenson. Movies saved as AVI's have the best chance of success on a Windows machine. You can also convert your movies to the mpeg format in QuickTime Pro. Please test your movies and slides on a Windows machine before finalizing your presentation. Use method outlined above for testing your movies on a PC.

Step 1: Assemble the Presentation: (cont.)

Users of Macintosh Computers:

Images: Use common image formats that are cross platform compatible such as **JPG, PNG, GIF, and BMP**.

Fonts: Use common cross platform compatible fonts such as **Times New Roman, Arial and Courier**. It will be necessary to load your presentation onto a Windows machine. If this occurs, many custom Mac fonts will not translate properly.

Animations: Use simple entry animation effects, such as fly in/out, appear, and dissolve. Also, do not use exit animations: PowerPoint 2000 for Windows does not support exit animations.

File Extensions: If your Mac version of office does not append the file extension, be sure to include it in your filename. Use .PPT for PowerPoint files and .PPS for PowerPoint show files.

Step 2: Preparing Transfer of Presentation:

Save your files to a CD-ROM, Zip disk, Floppy, Compact Flash Card, Media Stick, Multimedia card, SD Card or USB Thumb Drive. If you create a CD, be sure to close or finalize your session. If this step is not accomplished, you cannot access the CD from any computer.

When building your presentation, all files (PowerPoint & external, i.e. movie files) associated with your presentation must reside in one folder/location. When creating your media for transfer, copy the entire folder to the portable disk. To ensure success of your presentation, create a backup copy presentation on a separate portable disk and transport it in a separate piece of luggage.

Label your media with the following information:

Your name
ENDO 2005 87th Annual Meeting
Date & Time of presentation
File names

If you are speaking in more than one session, please organize and clearly label your presentations in separate folders. Do not put more than one presenter's files on the same disk. Each presenter must have his or her own media.

Step 3: At the Meeting: Speaker Prep Room

Onsite submission: Speakers **are encouraged** to check-in at the Speaker Prep Room one day before their scheduled presentation. This will allow time to prepare, rehearse, and finalize their presentation. The computers in the Speaker Prep Room will be configured with hardware and software exactly like the computer in the meeting rooms. *It is imperative that you review your presentation in the Speaker Prep Room if it contains video files, or if it was created on a Macintosh computer.*

Speaker Prep Room attendants will assist you with uploading your presentation to the central server. Confirm the date, time, and room for your session.

To access your file(s) on the server for subsequent viewing/edits, you must provide appropriate I.D. (i.e., driver's license) to access/checkout the file. When completed, inform the technician of any changes so the revised file can be copied to the server and the old version removed.

> **Speaker Prep Room**: Room 30A in the Convention Center

> **Hours of Operation**:
> 1:00 pm – 7:00 pm Friday
> 7:00 am – 6:30 pm Saturday – Monday
> 7:00 am – 5:30 pm Tuesday

Step 4: Presentation:

Please arrive at your session meeting room at least 20 minutes before the start of your session. Introduce yourself to the projectionist (who will be wearing an AVW/TELAV projectionist badge). Take time to familiarize yourself with the setup at the lectern. You will control/advance the slides during your presentation. The projectionist will remain in the room throughout the session.

A computer monitor will be provided, allowing easy reference by presenters and alleviating the need to turn away from the microphone due to referencing the projection screen.

A lectern microphone will be provided. Speak directly into the microphone in a normal voice and do not handle the microphone while speaking. There should be a comfortable distance between your mouth and the microphone. If you turn away from the microphone, the audience may not hear your voice.

Security Issues

To protect your data/presentation, system security, as well as hardware and software backup systems will be in place.

Computers will be provided for presenters in each meeting room. Each computer will be networked to servers located in the Speaker Prep Room. A security firewall will be placed between the server and the outside world (Internet) to limit access to the ENDO 2005 show site network. Network servers will be mirrored allowing virtually instantaneous recovery of damaged files or servers.

Subsequent to checking-in at the Speaker Prep Room, your presentation will be immediately copied to the server and the disk will be returned to you. Your presentation will be placed in a secure folder on the server where only the network administrator may access it. To access your file(s) on the server, you must provide appropriate ID (i.e., driver's license) to check-out the file from the network administrator.

Data files are "pushed" to presentation computers (in the assigned meeting room) where they physically reside for the duration of your presentation. This methodology eliminates network reliability issues during presentations. Typically, files will be pushed to the meeting room computers the morning of the day of the scheduled presentation. If the network should go down, a Zip disk would be sent to the room before scheduled presentations.

In the unlikely event of a malfunctioning presentation computer, "Crash Carts" containing a laptop, Zip drive and other necessary accessories will be manned by IT coordinators ready to circumvent any problems.

If a unique case arises that requires immediate access to alter a file on a meeting room computer, you must contact the assigned IT coordinator. To ensure security of your presentation data, leisurely editing on meeting room computers will not be available.

The closing day of the meeting, all presentation computer and server hard drives will be reformatted and new operating systems installed to prevent accidental access to files. No data archives of presentations will be kept. Any remaining disks will be destroyed.

General PowerPoint Tips:

Projected graphics supporting the oral presentation should clarify ideas, emphasize key points, show relationships, and provide visual information to ensure the audience understands your message.

Images, movies, drawings and graphics can be obtained from sources such as digital cameras, scanners, PACs, and the Internet. Experiment with different formats and compression levels to see what works best with your images. Generally, anything that looks acceptable on a 17-inch monitor will also look good when projected.

Judicious use of animation can enliven an otherwise dull presentation. If you plan to animate various components in your presentation (slide titles, graphic elements, bulleted text, etc), try to be as consistent as possible.

Here are a few suggestions:
- Keep visuals CLEAR and SIMPLE. Abbreviate your message.
- Simple graphs, charts and diagrams are much more meaningful to an audience than complex, cluttered ones. (Avoid the "Eye Chart")
- Avoid the overuse of too many colors, patterns and graphics in one frame.
- Use a minimum of words for text and title frames. Five to eight lines per frame and five to seven words per line are the maximum – less is better.
- Upper and lower case lettering is more legible than all capital letters.
- Vary the size of lettering to emphasize headings and subheadings – but avoid using more than three font sizes per frame.
- A sans serif typeface projects better and is easier to read. (Example: Arial.)
- Try to maintain the same or similar font size from frame to frame – even if some frames have less copy –avoid a "lonely" word on a screen.
- Try to keep all type horizontal to the page…even with charts.
- Contrasting colors work best. A good rule of thumb: use a dark background color with lighter color for text and graphics (see below).
- Highlight your main point or heading with a dominant color (example: yellow heading, white body copy – see below).

- Avoid intensely bright or saturated colors that compete with the text.
- Keep color scheme consistent throughout your presentation. Changing colors and type styles can be very confusing and distract from your message.

Some general options to consider are as follows:

COOL COLORS: (most effective background colors - blue, turquoise, purple, magenta, etc.) These colors appear to recede or draw away from the eye – allowing the text to appear more readable. In one study, it was found that the most effective background color for projection is blue.

GRADUATED BACKGROUNDS: A background that transitions smoothly from lighter to darker shades of the same hue can also be an effective background. Some software packages will even allow the gradation from one color to another.

TEXTURED BACKGROUNDS: In some cases, a textured background can be combined to create an interesting image, but remember that you want the background to be just that – a background. It shouldn't call attention to itself or cause clutter or confusion…it should enhance the foreground data.

PHOTOGRAPHIC MATERIALS: In addition to the use of graphics, photographs can provide an excellent means for communication- "one picture is worth…" Combined with simple, straightforward graphics, illustrations, cartoons and artwork – the photos will bring another dimension to your presentation.

THE BASICS for an effective presentation…

- Plan a template
- Use colors consistently
- Use light colored fonts on a dark colored background
- Use fewer colors rather than more – no more than 6

Visual elements communicate more than the oral information during your presentation… they are part of your style, your flair and should personify part of your personality. Make them clear, make them readable and make them interesting. It will pay off in the long run and ensure that each presentation you make is your best.

Questions Contact:
If you have technical questions, please contact AVW/TELAV at ips@avwtelav.com
If you have logistical questions, please contact Carol Balsamo, Annual Meeting Program Coordinator at 301-951-2605 or cbalsamo@endo-society.org